

UNCF V.3 (LAST=V1)
WTVT-TV TAMPA, FL.

AUG17/12

ADV. #	NAME	OBAMA FOR AMERICA	PRODUCT CODES				
AGY. #	NAME	GREER MARGOLIS & MITCHELL	REP	OFFICE	PHILADELPHIA	(2	
START DATE	AUG18/12	END DATE	AUG31/12	SLS #	000016	NAME	CHRIS JOHNSON
CLASS (L/N)		SUB CLASS		BUYER NAME	KATIE KEULEMAN		
SPONSOR/PRODUCT	CANDIDATE ORDERS			TRAFFIC #		ACE #	04068595
AGENCY	3050 K ST NW			SALES ASSISTANT	LUCIANA	EI ADV 95	PRD 101
ADDRESS	WASHINGTON DC 20007					PRD	EST 1617
				SALESPERSON PH #	215-982-5224		
				SALESPERSON FAX#	215-982-5493		

ISSUED TO SHOW LINES 7,8 & 9 REVISED
TOT REMAINS THE SAME \$107300
PLS CONF A.S.A.P.
THANKS
LUCIANA

L	M	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	START	END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
---	---	-----	---	---	-----	-----	-----	---	---	-----	---	-----	---	---
1		5-530A	30		500.00	08/20-08/24		1		M-F	1	1,000.00	1W	
						08/27-08/31		1			1		1W	
		PGM=GDTB 5-530AM												
2		530-6A	30		750.00	08/20-08/24		2		M-F	2	3,000.00	1W	
						08/27-08/31		2			2		1W	
		PGM=GDTB 530-6AM												
3		6-7A	30		1,200.00	08/20-08/24		1		M-F	1	2,400.00	1W	
						08/27-08/31		1			1		1W	
		PGM=GOOD DAY 6-7AM												
4		7-8A	30		1,200.00	08/20-08/24		4		M-F	4	9,600.00	1W	
						08/27-08/31		4			4		1W	
		PGM=GOOD DAY 7-8A												

UNCF V.3 (LAST=V1)
WTVT-TV TAMPA, FL.

ORDER WORKSHEET
04068595

AUG17/12

L N	M C	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	DATES START	END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
5		8-9A	30		1,200.00	08/20-08/24		3		M-F	3	7,200.00	1W	
						08/27-08/31		3			3		1W	
		PGM=GOOD DAY 8-9AM												
6		430-5A	30		150.00	08/20-08/24		1		M-F	1	300.00	1W	
						08/27-08/31		1			1		1W	
		PGM=GOOD DAY 430-5AM												
7	*	6-7A	30		500.00	08/25		2		SAT	2	1,000.00	1W	
		PGM=DGTB SA 6-7AM												
		REP ORD CMT 8/18 CANX												
8	*	8-9A	30		800.00	08/25		2		SAT	2	1,600.00	1W	
		PGM=GDTB SA 8-9AM												
		REP ORD CMT 8/18 CANX												
9	OS	7-8A	30		800.00	08/19		1		SUN	1	2,400.00	1W	
						08/26		2			2		1W	
		PGM=GDTB SU 7-8AM												
		REP ORD CMT 1X ADDED TO 8/26												
10		8-9A	30		900.00	08/19		1		SUN	1	1,800.00	1W	
						08/26		1			1		1W	
		PGM=GDTB SU 8-9AM												
11		9-10A	30		1,000.00	08/20-08/24		2		M-F	2	4,000.00	1W	
						08/27-08/31		2			2		1W	
		PGM=GOOD DAY 9-10AM (M-F)												

UNCF V.3 (LAST=V1)
WTVT-TV TAMPA, FL.

ORDER WORKSHEET
04068595

AUG17/12

L N	M C	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	DATES START	END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
---	---	-----	---	---	-----	-----	---	---	---	-----	---	-----	---	---
12		10-11A	30		500.00	08/20-08/24		4		M-F	4	4,000.00	1W	
						08/27-08/31		4			4		1W	
		PGM=REGIS & KELLY - 10AM												
13		11A-12N	30		300.00	08/20-08/24		3		M-F	3	1,800.00	1W	
						08/27-08/31		3			3		1W	
		PGM=WENDY WILLIAMS												
14		12N-1P	30		500.00	08/20-08/24		3		M-F	3	3,000.00	1W	
						08/27-08/31		3			3		1W	
		PGM=FOX13 NWS-NOON												
15		1-2P	30		300.00	08/20-08/24		4		M-F	4	2,400.00	1W	
						08/27-08/31		4			4		1W	
		PGM=JUDGE ALEX 1-2PM												
16		2-3P	30		300.00	08/20-08/24		3		M-F	3	1,800.00	1W	
						08/27-08/31		3			3		1W	
		PGM=DIVORCE COURT 2-3PM												
17		3-4P	30		300.00	08/20-08/24		4		M-F	4	2,400.00	1W	
						08/27-08/31		4			4		1W	
		PGM=J. JOE BROWN 3-4PM												
18		4-5P	30		700.00	08/20-08/24		4		M-F	4	5,600.00	1W	
						08/27-08/31		4			4		1W	
		PGM=JUDGE JUDY 4-5PM												
19		5-530P	30		1,400.00	08/20-08/24		3		M-F	3	8,400.00	1W	
						08/27-08/31		3			3		1W	
		PGM=FOX13 5:00 NWS												

L	M	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	DATES START END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
N	C												
20		530-6P	30		1,400.00	08/20-08/24	2		M-F	2	5,600.00	1W	
						08/27-08/31	2			2		1W	
		PGM=FOX13 5:30 NWS											
21		6-630P	30		1,800.00	08/20-08/24	2		M-F	2	7,200.00	1W	
						08/27-08/31	2			2		1W	
		PGM=FOX13 6:00 NWS											
22		6-7P	30		800.00	08/19	1		SUN	1	800.00	1W	
		PGM=FOX13 6:00 NWS-SUN											
23		730-8P	30		1,400.00	08/20-08/24	1		M-F	1	2,800.00	1W	
						08/27-08/31	1			1		1W	
		PGM=THE INSIDER											
24		8-9P	30		5,000.00	08/23	1		THU	1	10,000.00	1W	
						08/30	1			1		1W	
		PGM=Raising Hope/New Girl											
25		10-1030P	30		2,500.00	08/20-08/24	2		M-F	2	10,000.00	1W	
						08/27-08/31	2			2		1W	
		PGM=10:00 NEWS											
26		1030-11P	30		1,800.00	08/20-08/24	2		M-F	2	7,200.00	1W	
						08/27-08/31	2			2		1W	
		PGM=1030P NEWS											

AUG12(62) 57450.00 SEP12(52) 49850.00

TOTAL 107300.00
(114)

MARKET TOTALS

\$382,395

WTVT
WMOR
WXPXCABL
WTOG
XXXXOTHE
WTSPWFLA
WTTAWFTS
WWSB

NEW ORDER FOR OBAMA FOR PRESIDENT. RA25+. MKT SHARES ARE

5
UNCF V.3 (LAST=V1)
WTVT-TV TAMPA, FL.

ORDER WORKSHEET
04068595

AUG17/12

PAGE 5

ACCURATE.

SVC- NSI BOOKS- LAST
DEMOS- RA25+P

A=ADDED
C=CANCELLED
D=DAY CHANGE
E=EFFECTIVE DATES CHANGE
O=ORDER COMMENT CHANGE

L=LENGTH CHANGE
M=MAKEGOOD
P=PLAN, SECTION OR CLASS CHANGE
R=RATE CHANGE

S=SPOTS/WEEK CHANGE
T=TIME CHANGE
Z=COMMENT/PROGRAM CHANGE
*=MORE THAN TWO CHANGE CODES

*** START OF COMMENTS *****
XML AGENCY ORDER #00445528

CONTRACT COMMENT ***OBAMA FOR AMERICA***

CREDIT ADVISORY CASH IN ADVANCE

*** END OF COMMENTS *****